

BRAD (DAE HWAN) KIM

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EDUCATION

COLUMBIA UNIVERSITY

Master of Science in Applied Analytics, Current GPA: 4.0/4.0

New York, NY

Sep. 2024 - Present

- **Relevant Coursework:** Applied Analytics Frameworks & Methods, Managing Data, SQL, and Strategy and Analytics

BOSTON COLLEGE

Bachelor of Arts in Communication, Cum Laude

Chestnut Hill, MA

May. 2021

- **Military Service:** Republic of Korea Army (Signal Intelligence Specialist, 2017 - 2019)

TECHNICAL CAPABILITIES

- **Programming:** Python, R
- **Database:** MySQL, PostgreSQL, BigQuery, Snowflake
- **Visualization:** Power BI, Tableau, Looker
- **Version Control / CRM:** Git, Github, HubSpot

WORK EXPERIENCES

MIDAS INFORMATION TECHNOLOGY Construction IT Software Company

Seoul, Korea

Project Manager – Sales & Marketing

Apr. 2022 - Jun. 2024

MIDAS EduConnect Expansion: Python & SQL-Based Market Segmentation and Engagement Strategy

- Utilized SQL and Excel for comprehensive product analytics and data management, driving marketing operations for the successful promotion of MIDAS Structural Engineering Software to over 80 universities across the US, UK, and Canada, surpassing the target by 200%.
- Led product management efforts by orchestrating personalized engagement strategies for over 300 professors across multiple channels, including web and in-person meetings, phone calls, and emails. Utilized effective communication skills to effectively convey insights derived from SQL-driven analysis, ensuring tailored messaging that enhanced market penetration and adoption.
- Leveraged advanced analytics in Python to analyze educational content needs from universities and career assistance demands from undergraduates, resulting in the creation of an educational website featuring 30 tutorial videos and advanced software, as well as a career center specifically designed for undergraduates.

CRM Optimization with HubSpot & Power BI: Strategic Analytics for Enhanced Customer Engagement

- Applied project management principles to standardize the Customer Relationship Management (CRM) system, HubSpot, tracking engagement trends, optimizing marketing strategies, and refining customer targeting. These efforts led to a 30% increase in free trial registrations for key products within one quarter.
- Achieved a 10% increase in blog views, web page visitors, and free trial downloads within 3 months by adopting new CRM tools such as HubSpot's Dashboard and Power BI to integrate MQL criteria, analyze marketing performance indexes, and track web traffic, customer inflow based on blog content topics, and customer journeys.
- Enhanced cross-functional collaboration by generating actionable insights from customer interactions, improving the pre-sales team's targeted outreach, and refining the lead qualification process for higher conversion rates.

PROJECT EXPERIENCES

Click-Through Rate (CTR) Prediction Using R and Gradient Boosting Machines (GBM)

Dec. 2024

- Implemented data science and data mining techniques to preprocess digital ad campaign data, addressing missing at random (MAR), missing not at random (MNAR), and missing completely at random (MCAR) values, encoding categorical variables, and implementing text mining methods, reducing data preprocessing errors by 25%.
- Performed exploratory data analysis (EDA) using ggplot2, dplyr, and the tidyverse, visualizing trends in ad position, keyword relevancy, and engagement metrics, uncovering key predictors that enhanced digital marketing strategies.
- Built a gradient boosting machines (GBM) model with hyperparameter tuning and cross-validation, achieving a 15% improvement in prediction accuracy over baseline models by refining data models to capture key ad engagement factors.

Enhancing Profitability for Airbnb Properties Using Tableau and Predictive Analytics

Dec. 2024

- Developed a data analytics strategy to analyze a short-term rental company managing Airbnb properties in five major U.S. cities, leveraging Tableau for data visualization and forecasting to identify trends in profitability and consumer spending.
- Executed data modeling by simulating datasets using ChatGPT to construct realistic financial and operational scenarios, ensuring predictive insights. Conducted statistical analyses to detect inefficiencies such as high operational costs and misaligned pricing.
- Designed an optimized data structure for profitability analysis, enabling streamlined data ingestion and performance tracking, leading to actionable insights for replicating Miami's cost-efficient model and adopting dynamic pricing algorithms, projected to offset revenue declines (-18% in Q1 2024) and improve overall profitability.

Predicting Bank Customer Churn and Strategy Formulation Using Machine Learning in Python

Nov. 2023

- Conducted in-depth Exploratory Data Analysis (EDA) using Python to clean, preprocess, and evaluate bank customers datasets, ensuring accurate modeling and analysis by identifying and addressing data anomalies.
- Employed logistic regression and machine learning models in Python to analyze bank customer churn, revealing that customers with high transaction frequency but low savings balances were 70% more likely to churn, guiding targeted retention strategies.
- Proposed a multi-channel engagement strategy to reduce churn, involving personalized email campaigns and a revamped customer service protocol.